

**Amendments to the Claims:**

The following listing of claims replaces all prior versions of claims in this Application:

**Listing of Claims:**

Claim 1. (currently amended.) A device for attaching an advertising display to a hose, comprising:

    a cylindrically shaped foam insert designed for placement on the hose, and  
    a covering adapted to at least substantially cover the foam insert,  
    at least one reflective strip attached on the covering,  
    wherein the covering includes an advertising display  
    wherein the covering is secured to the hose  
    wherein the covering includes formed pockets for cable ties.

Claim 2. (original) The device of claim 1, wherein the covering is attached to the foam insert.

Claim 3. (original) The device of claim 2, wherein the covering is attached to the foam insert with a zipper.

Claim 4. (canceled) The device of claim 2, wherein the covering is attached to the foam insert with VELCRO.

Claim 5. (canceled) The device of claim 1, wherein the covering is secured to the hose.

Claim 6. (previously amended) The device of claim 1, wherein the covering is secured to the hose with at least one cable tie.

Claim 7. (original) The device of claim 1, wherein the foam insert has a hollow core.

Claim 8. (original) The device of claim 1, wherein the foam insert has a slit designed for placing the foam insert on a hose.

Claim 9. (canceled) The device of claim 1, wherein the covering includes formed pockets for cable ties.

Claim 10. (canceled) The device of claim 1, further comprising at least one reflective strip attached on the covering.

Claim 11. (original) The device of claim 1, further comprising a glossy covering secured to the covering and covering the advertising display.

Claim 12. (currently amended) A device for attaching an advertising display to a hose, comprising:

a cylindrically shaped foam insert designed for placement on the hose,  
a covering adapted to at least substantially cover the foam insert, wherein the covering includes an advertising display,  
a first securing means for securing the covering to the foam insert, and  
a second securing means for securing the device to the hose,  
at least one reflective strip attached on the covering,  
wherein the covering is secured to the hose  
wherein the covering includes formed pockets for cable ties.

Claim 13. (original) The device of claim 12, wherein the foam insert has a hollow core.

Claim 14. (original) The device of claim 12, wherein the foam insert has a slit designed for placing the foam insert on a hose.

Claim 15. (original) The device of claim 12, wherein the first means for securing the covering to the foam insert comprises a zipper.

Claim 16. (canceled) The device of claim 12, wherein the first means for securing the covering to the foam insert comprises VELCRO.

Claim 17. (original) The device of claim 12, wherein the second means for securing the device to the hose comprises cable ties.

Claim 18. (canceled) The device of claim 12, wherein the covering includes formed pockets for cable ties.

Claim 19. (canceled) The device of claim 12, further comprising at least one reflective strip attached on the covering.

Claim 20. (original) The device of claim 12, further comprising a glossy covering secured to the covering and covering the advertising display.

Claim 21. (currently amended) A method for placing advertising on a hose, comprising the steps of:

obtaining a device, comprising:

    a cylindrically shaped foam insert designed for placement on the hose,  
    a covering adapted to at least substantially cover the foam insert, wherein the covering includes an advertising display,  
    at least one reflective strip attached on the covering,  
    wherein the covering includes formed pockets for cable ties, and  
    placing the device on the hose.

Claim 22. (original) The method of claim 21, further comprising the step of securing the device to the hose.

Claim 23. (original) The method of claim 22, wherein the securing step is accomplished using cable ties.

Claim 24. (original) The method of claim 21, wherein the placing step comprises first placing the foam insert on the hose, then covering the foam insert with the covering.

Claim 25. (original) The method of claim 21, further comprising the step of securing the covering to the foam insert.

Claim 26. (original) The method of claim 25, wherein the securing step is accomplished using a zipper.

Claim 27. (canceled) The method of claim 25, wherein the securing step is accomplished using VELCRO.